



**VENICE 2000/H.E.L.P.E.R. Foundation
BOARD RESOLUTION**

WHEREAS:

- A. Venice Beach Business Improvement District (Venice Beach BID), issued a Request for Proposals (RFP) for the "Safe Program"
- B. Venice 2000/H.E.L.P.E.R. Foundation is a non-profit corporation that is eligible and wishes to apply for and receive a Venice BID contract;

NOW THEREFORE BE IT RESOLVED THAT:

1. The Board of Directors of Venice 2000/H.E.L.P.E.R. Foundation hereby authorizes **Melvyn Hayward Executive Director & Ansar Muhammad Co-Founder/Director of Programs** to apply for a Venice BID grant in an amount not less than the minimum nor more than the maximum amount permitted by the RFP, and in accordance with all regulations and statutes assigned.
2. If the grant application authorized by this resolution is approved, the Board of Directors for **Venice 2000/H.E.L.P.E.R. Foundation** hereby authorizes Venice 2000/H.E.L.P.E.R. Foundation to use the Venice Beach BID funds for eligible activities in the manner presented in the application as approved by the Venice Beach Business Improvement District.
3. If the grant application authorized by this resolution is approved, Melvyn Hayward, The **Executive Director & Ansar Muhammad Co-Founder/Director of Programs** are authorized to sign the Standard Agreement and any subsequent amendments with the Venice BID for the purposes of this contract.

Frank Murphy, Board President
Board of Directors, V2K/H.E.L.P.E.R.

10/17/2017

Melvyn Hayward, Jr.
Executive Director, V2K/H.E.L.P.E.R.

10/17/2017

Ansar Muhammad
Co-Founder, V2K/H.E.L.P.E.R.

10/17/2017



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Venice BID Safe Community Program
Venice California
October 19, 2017

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2. Transmittal Letter

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3. General Information

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2) Transmittal Letter

October 16, 2017

Board of Directors
Venice Beach BID
8 Horizon Avenue,
Venice, CA 90291

Dear Sirs:

Venice 2000/H.E.L.P.E.R. Foundation, Inc. (V2K/H.E.L.P.E.R) is pleased to submit this request for in response to the "Safe" Service Agreement, Request for Proposals dated September 25, 2017 your review. We look forward to your partnership in our cooperative effort to provide Safe Community Program services to Zones 1 and 2 of the Venice Business Improvement District (The District).

Our proposal request of \$698,976.45 is to provide work in concert with the District and The chosen Clean Program contractor to provide full and part-time residents (both housed and un-housed), commercial business owners and employees, office workers, public sector employees, school children, park goers, library users, congregants, tourists from around the world and the opportunity more to experience Venice in a cleaner, safer and even ,positive way with the implementation of a safety program that is competent and successful.

3) General Information

- a. Contractor Name: Venice 2000/ H.E.L.P.E.R. Foundation, Inc. (V2K/H.E.L.P.E.R.)
www.helperfoundation.org
- b. V2K/H.E.L.P.E.R. is a local organization founded as Venice 2000 and currently has a d.b.a. within Los Angeles County as H.E..LP.E.R. Foundation, Inc. V2K H.E.L.P.E.R Foundations is a 501 (c)3 Non-Profit Organization formed in the state of California.
- c.
- d. Authorized Contact Name: Ansar Stan Muhammad
Phone: 310-823-6100
Cell: 310-925-2071
Email: smuhammad@helperfoundation.org

c. Authorized Backup Contact Name: Melvyn Hayward
Phone: 310-823-6100
Cell: 310-486-3059
Email: mhayward@helperfoundation.org

f. Name of Parent Company: Venice 2000
g. Number of years in operation: 18 Years
Date and Location of Incorporation: September 3, 1999, California
h. Location of home office: 601 California Avenue, Venice, CA 90291

Thank you in advance for your interest in Venice 2000/H.E.L.P.E.R Foundation. We visualize edifying our collaborative success by expanding our Venice Beach Safe Community Program service component with you.

Ansar Stan Muhammad, Co-Founder/Director of Programs

Signature

Melvyn Hayward, Executive Director

Signature

ADMINISTRATIVE OFFICE
610 California Avenue
Venice, CA 90291
310-823-6100 ~ 310-823-6101 fax



4. Pricing

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4) **Pricing**

- a. **Total number of hours and associated cost provided by safe ambassadorial functions, excluding management time, by week, month and year.**

All safe ambassadorial functions excluding management time, by week, month and year are identified in the budget (**Exhibit 1**) provided section titled "Personnel Costs". The total amount in salaries and wages, excluding management hours, is \$323,930.88. With taxes and benefits at 28.6%, the total cost in year 1 is approximately \$416,575.

- b. **Total number of hours and associated cost of management hours by week, month, and year.**

All costs associated with management hours by week, month and year are identified in the budget (**Exhibit 1**) provided section titled "Personnel Costs" (Program Manager, Director of Programs, Executive Director). The total amount in salaries and wages is \$61,815.00 and with taxes and benefits the total cost in year 1 is \$72,264.

- c. **Employee cost by month and year by class and function of the employee, including hourly rate, benefits, workers compensation, overhead and profit. The proposal should also identify each part-time and full-time employee.**

We have identified all costs associated with employee costs by month, and year class and function of the employee, including hourly rate, overhead and profit in the attached budget (**Exhibit 1**) in the section titled "Personnel Costs" under the label of Salaries and Wages. The cost associated with benefits, workers compensation are identified in the attached budget (**Exhibit 1**) in the section titled "Personnel Costs" under the label of Taxes and Fringe Benefits. The total personnel costs in year 1 are \$495,125.59.

- d. **Other operating cost by class and function, for example training, uniforms and cleaning supplies.**

We have outlined all of the other operating costs in the budget (**Exhibit 1**). As identified in the budget provided section titled "Direct Non-Personnel Costs," Insurance, Uniforms, Training, Laptops/Tablets and Cell Phones total \$30,487.00 in year 1.

Also, as identified in the budget (**Exhibit 1**) provided under the section titled "Contractors and Vendors" we will incur operating expenses for Controller services, Payroll Processing, and Special Event Ambassadors totaling \$21,796.00 in year 1.

- e. **Equipment cost, and amortization over the term of the contract.**

We have outlined all of the equipment costs in the budget (**Exhibit 1**) within the operating costs, and include cell phones and laptops/tablets. We will expense the funds in the year acquired. We will not capitalize nor will we amortize the funds. The total cost for year 1 is expected to be \$7,800.00. We expect that significant

equipment, such as bicycles and trucks or other vehicles, will be purchased and owned by the BID.

f. A list of supplies, uniforms, and equipment anticipated for purchase.

As identified in the budget (**Exhibit 1**) provided section titled "Direct Non-Personnel Costs," Uniforms (4 shirts per employee and four pants per employee), Uniform Jackets (1 per Employee), Cell Phones (8-10), and Laptops/Tablets (6) are anticipated to be purchased in year 1.

g. Using experience from other markets, the Contractor should also identify an appropriate equipment, supplies, fees, or other expenses.

N/A. We have identified all equipment, supplies, fees and other expenses in other parts of the budget (**Exhibit 1**), and based on the management plan we expect that all types of vehicles will be purchased and owned by the BID and are not included in the budget.

h. Any other overhead, profit allocation, surcharges, or expenses of any kind.

We have included a standard 15% to cover all overhead costs.

i. Pricing is subject to all regulatory requirements.

Please note that all pricing is subject to all regulatory requirements as per the RFP.

j. Additional patrols (cost per hour)

We expect the part-time staffing to vary in numbers of people and hours throughout the year to account for high-needs times such as the summer months. Those needs are incorporated into the total hours per year in the budget.

However, Special Events Ambassadors are identified in the "Contractors and Vendors" section of the attached budget, and will generally be paid minimum wage at the time of use. These contractors will be utilized to fulfill the time and schedule slots if Additional Patrols are needed beyond our estimations, particularly for large events. We will cover all other scheduled time and shifts by Full time and Part-time employees in the positions of Ambassadors I as well as the Outreach Ambassadors II. The oversite of our On-Site program manager will allow us to assure full coverage as needed and as negotiated with BID leadership.

k. Cost plus value per classification (for special events or seasonal needs).

As stated above, we expect seasonal needs and many special events to be covered in the personnel costs outlined in section a. For additional patrols, the cost will be \$15/hour x 1.286 for taxes and benefits x 1.15 in overhead = \$22.18 per hour.



4. Qualifications and Insurance

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4) Qualifications & Insurance

h. **Business unity individuals by name to be responsible for providing/ managing contracted services, including resumes of individuals.**

The management personnel responsible for providing and managing contracted services are Melvyn Hayward, Executive Director (**Resume and Bio Attached Exhibit 2**) and Ansar Stan Muhammad, Director of Programs (**Resume and Bio Attached – Exhibit 2**). Mr. Muhammad and Mr. Hayward are founding executives of the organization and grew up in the Venice Beach area of the City of Los Angeles. When they founded the organization in 1999, they both participated in the day to day activities of the organization as volunteers. Their passion for the community and connection with key stakeholders throughout the Venice Beach area as well as the entire County of Los Angeles has enabled them to build one of the largest Non-profit Organizations in the area. (Bio's and Resumes are attached.)

i. **Describe the role of individual(s) in managing the contract and percentage of the time expected to be devoted to the contract.**

Melvyn Hayward, Executive Director will provide administrative oversight in the in the areas listed below:

Roles and Responsibilities of Venice 2000/H.E.L.P.E.R. Foundation Executive Director:

- Direct activities of the organization and coordinate human development services to increase healthy communities
- Execute daily administrative functions
- Co-organize programs to ascertain community and contractual requirements in the field of violence reduction
- Co-organized Community events / Budget breakdown / Fundraisers
- Co-write, design and produce protocols and procedures and duties and responsibilities of H.E.L.P.E.R. Foundation Safe Program Staff
- Co-Oversight of Crises Response Oversight of individuals working 24/7 with Gang related individuals / Victims of crime / Provide follow-up and reporting for intensive family intervention/referrals/ Provide oversight reporting and the submission of reports for Venice Beach BID Safe Programs incidents, referrals and community outreach and connection
- Maintain contracts with Gang Reduction Youth Development since its inception in 2009
- Evaluate the performance of employees, utilize the established performance criteria and guidelines by the agency
- Co-builds Curriculum /Life skills/ Peer Support group/Gang Intervention awareness and the H.E.L.P.E.R. Foundation Learning Academy

- Co-builds Curriculum for 56-hour training for Safety Awareness and Policy, Procedures and Protocols for the Venice Beach BID Safe Program Staff and Community Volunteers.
- Instrumental in the expansion of the services throughout Los Angeles County and recruitment of staff and volunteers as well as assembling a more productive team to execute the goals and objectives of the agency as it related to all contracts and programs.
- A key advisor to Community Based Organizations in planning and providing violence reduction services in several Los Angeles communities.
- Aides individuals and families requiring social service assistance.
- Reviews and co-plan agency budget for the previous 18 years with Chief Financial Officer.
- Coordinates, develops and maintains Wraparound Intervention services with Mental Health partners since 2012

Mr. Hayward will work approximately 3.75 hours per week, 10.83 hours per month, and 195.00 hours per year.

Ansar Stan Muhammad, Director of programs will provide staffing oversight and program oversight in the in the areas listed below:

Roles and Responsibilities of Venice 2000/H.E.L.P.E.R. Foundation Director of Programs

- Direct activities of the organization and coordinate staff development services to assure excellent service and production standard to meet the compliance requirements of the contract.
- Execute daily administrative functions
- Co-organize programs to ascertain community and contractual requirements in the field of violence reduction
- Co-organized Community events / Budget breakdown / Fundraisers
- Co-write, design and produce protocols and procedures and duties and responsibilities of H.E.L.P.E.R. Foundation Safe Program Staff
- Co-Oversight of Crises Response Oversight of individuals working 24/7 with Gang related individuals / Victims of crime Provide oversight on follow-up and reporting for Venice Beach BID Safe Programs incidents, referrals and community outreach and connection
- Maintain contracts with Gang Reduction Youth Development since its inception in 2009
- Evaluate the performance of employees, utilize the established performance criteria and guidelines by the agency
- Co-builds Curriculum /Life skills/ Peer Support group/Gang Intervention awareness and the H.E.L.P.E.R. Foundation Learning Academy

- Co-builds Curriculum for 56-hour training for Safety Awareness and Policy, Procedures and Protocols for the Venice Beach BID Safe Program Staff and Community Volunteers.
- Instrumental in the expansion of the services throughout Los Angeles County and recruitment of staff and volunteers as well as assembling a more productive team to execute the goals and objectives of the agency as it related to all contracts and programs.
- A key advisor to Community Based Organizations in the area of Community Organizing and planning strategic outreach and development of constructive forums to make sure the community can voice their opinions and efforts to implement change are brought to fruition.
- Reviews and co-plan agency budget for the previous 18 years with Chief Financial Officer.

Mr. Muhammad will work approximately 8.75 hours per week, 21.67 hours per month, and 455.00 hours per year.

j. **Identify the frequency that Senior Management will make announced and unannounced on-site visits (min of quarterly), including the evaluation criteria to be used. Present your management and service philosophy and how your firm would partner with the District in providing Safe Team Services.**

The structure of our teams and flow of our service provision is unique as our Senior Management team comprised of two individuals that share the weight of one CEO. The development of a team that Co-Orchestrates many of the administrative functions enables the agency to be with the Middle management and line staff more frequently than most agencies. Our Senior management makes on-site visits weekly. Additionally, they meet with the teams of all programs informally (unannounced visit) on a bi-weekly basis. Each program has one formal (announced) meeting monthly to discuss performance measures and reports to make sure that as an agency we are in compliance and on-track.

The Philosophy and Mission of Venice 2000/ H.E.L.P.E.R Foundation: We are a multi-service, multi-ethnic agency and has specialized in implementing programs and services to diverse groups with maximum efficiency and impact. V2K believes that the needs of groups and individuals cross traditional ethnic, racial and other cultural boundaries. V2K serves as a bridge between people with common needs to identify and secure resources and leverage them for the greater good of all. Partnering with the District will enable us to blend our relationships with key stakeholders further leveraging resources and expand our communication throughout the Venice Beach BID. With 18 years of history and experience in the Venice Beach area the leadership of Venice 2000/H.E.L.P.E.R. Foundation is uniquely qualified to work with the District to open doors and affect change that will ultimately create a safer environment for all in the community.

k. Provide an overview of experience and expertise in providing Safe Team services to other Business Improvement Districts, include a list of current and past BID clients.

Venice 2000/H.E.L.P.E.R. Foundation has no history of providing contracted Safe Team services to other BIDs. However we have provided Safe Team Services that have directly benefited the Venice Beach Business Improvement District. These services were performed through a contract with the City of Los Angeles initiated by Councilman Bill Rosenthal's office in 2008

l. Identify your Commercial General Liability Insurance policies held in conjunction with current contracts for programs like the District's Safe Program. Include details of policy limit amounts, as well as a summary of risk management policies and practices.

Venice 2000/H.E.L.P.E.R. Foundation's General Liability Insurance policy is insured by United Specialty Insurance company. The policy's general aggregate is \$2,000,000 and covers \$1,000,000 for each occurrence. We currently provide each of our contracted partners with a rider that indemnifies the concerning liability arising out of the insured's normal operations.

The following key principles outline Venice 2000/ H.E.L.P.E.R. Foundation's approach to risk management and internal control:

- the Board has responsibility for overseeing risk management within Venice 2000/ H.E.L.P.E.R. Foundation as a whole
- an open and receptive approach to solving risk problems is adopted by the Board
- staff and key volunteers support, advise and implement policies approved by the Board
- Venice 2000/ H.E.L.P.E.R. Foundation makes conservative and prudent recognition and disclosure of the financial and non-financial implications of risks
- all staff is responsible for encouraging good risk management practice within their areas of work
- key risks will be identified by the Board and closely monitored on a regular basis.



5. Narrative Description

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5) Narrative Description

a) Include an overview of services to be provided. Explain how Safe Team employees will be instructed to perform their jobs and handle a variety of situations; how they will communicate with each other and how will they report their activities.

Overview:

Venice 2000/H.E.L.P.E.R. Foundation (V2K) will provide a fully engaged community driven Safety Program that encompasses 4 Critical Criteria's of Community Safety.

Criteria #1 This design requires Safety Team Ambassadors (STAs) to make an immediate response to calls regarding potential Community Safety Violations (CAVs) on a 24-hour basis. Immediate Response ensures one of two things will happen either quick containment or quick assessment and escalation to Law Enforcement who will then contain the situation because of criminal or dangerous activity that can put the community at a greater risk if not handled by Los Angeles Police Department Pacific Division.

Criteria #2 V2K's design opts for focus on assisting disenfranchised populations (including but not limited to gang members; homeless men, women and families; low-income individuals living below the poverty level or hard to reach individuals battling substance abuse or mental health issues). Assisting this population with access to local agencies that provide many of the resources needed such as (food, shelter, healthcare, recovery treatment, job training and placement, education and clothing).

Criteria #3 The program mandates active partnership with the disenfranchised population that we serve as the way to prevent violence, crime and filthy communities because everyone is valued and everyone values the community. Through community engagement we see buy-in from both housed and un-housed residents, business owners, youth and young adults, families, and key stakeholders in the community alike.

Criteria #4 V2K's participation in the Venice Neighborhood Council as well as various committees throughout the community that show engagement on a level deeper than just surveying the land and reporting problems. Our Participation will show continued agency engagement and also lead by example. V2K Director of Program Ansar Stan Muhammad in the past has been the President of the Neighborhood Council. His involvement opened many doors for V2K to provide employment placement for many of the hard to place youth and young adults that we engage.

Criteria #5 Throughout the implementation of the violence interruption and prevention strategies V2K's Safety Team Ambassadors will continue to concurrently refer disenfranchised members of the community to resources and Individual Services. Thus this referral process on the same 24/7 basis that carries the violence interruption and prevention strategies. The STA's will explain the benefits of the services that they are referring to each individual and schedule their initial appointment.

Criteria #6 Finally, V2K's 18 year history of collaboration with the many governmental agencies and departments (Including but not limited to) – Parole, Probation, Department of Children and Family Services, Housing, LA City Gang Reduction Youth Development, Los Angeles Police Department etc – will continue into the contract year and thereby keep the program concept design consistent with the collaboration strategy listed in the RFP.

- b. Clearly define how the services will be provided and accomplished. Please include as much detail as applicable and specific examples of how your firm has planned and deployed executed and refine services.

The Venice 2000/H.E.L.P.E.R. Foundation Deployment plan is a comprehensive plan that entails the use of monitoring and tracking of local activities, disruptive behaviors, loitering, domestic violence, gang violence, special events, and unusual suspicious activity. The strategies used to lessen instances of negative activity in the areas of greatest concern in the District identifies Zones 1 and 2.

We utilize our access to local resources, Venice 2000 Job Training and Recreational Programs, alignment with local faith-based food bank programs and referrals for housing and healthcare to develop relationships with the disadvantaged and low-income in our community to remove the focus off of surviving. There are several physical trainings and activities where these men and women are shown team work and respect to work as a team. Safe Team Ambassadors monitor community members who are in need and make successful referrals to real-time services.

One other approach is referring challenged Youth that would otherwise get into to trouble to our Youth Development program that is geared to young men and women age 13 to 17 years of age who are in gangs or show some of the signs of future membership. These youth get a personal work improvement plan and several workshops in various social topics to deal with the many obstacles they face on a daily basis. These youth get physical training and work on special assignments with our community service division. These assignments demand physical labor and team work. This method has worked in dealing with conflict with gangs on the street.

Below you will see a sample template for our staff deployment and tracking of clearance levels to assure that the staff that is called is working according to their level of clearance.

Name of Staff	Title	Cell #	Schedule (Days & Hours)	Zone 1 or Zone 2	Background Clearance	LAVITA Certified
Melvyn Hayward	Executive Director		Mon-Fri 10am-6pm	Both	Yes	Yes
Ansar 'Stan' Muhammad	Co-Founder/ Director of Programs		Mon-Fri 10am-6pm	Both	Yes	Yes
TBD	On-Site Manager		Mon-Fri 10am-7pm	Both	Yes	N/A
TBD	Safe Team Ambassador I		Mon-Thurs 7 am – 4 pm	Zone 1	Yes	Yes
TBD	Safe Team Ambassador II		Mon-Fri 11 pm – 7 am	Zone 2	Yes	Yes
TBD	Outreach Safe Team Ambassador		Mon-Fri 3pm -11pm	Zone 1	Yes	Yes
TBD	Safe Team Ambassador I		Mon-Thurs 7 am – 4 pm	Zone 1	Yes	Yes
TBD	Safe Team Ambassador II		Mon-Fri 11 pm – 7 am	Zone 2	Yes	Yes
TBD	Outreach Safe Team Ambassador		Mon-Fri 3pm -11pm	Zone 1	Yes	Yes

c. Describe your management team depth, including the ability to manage and support the team(s) if the On-Site Manager decides to leave or terminate.

Venice 2000/H.E.L.P.E.R. Foundations management team has been working in the community since 1999. As Co-founders the executive management team has established and continues to work in the field creating and nurturing existing relationships that enable the entire team to remain well respected and consistently present throughout the community. It is because of this report and their constant presence with staff and key stakeholders in the community that the agency will sustain its fluency in the event of transition in the position of On-Site Manager.

d. Describe any other company systems, services, and procedures that augment or enhance your Safe Team services offering.

As one of the first organizations in the Venice Area to formally work as a liaison between law enforcement and disenfranchised populations (gang members, homeless men and women, low-income families, hard to reach individuals battling drug addictions, the mentally unstable), VENICE 2000 d.b.a. H.E.L.P.E.R. Foundation (V2K) has gained the respect of both the local government and community residents alike. Our goal is to increase public safety in every arena through community engagement, awareness and involvement.

VENICE has been providing community public safety, Youth Afterschool Programming, Community Intervention/Prevention services for various agencies throughout Los Angeles County since 2001. We have worked with the Los Angeles Probation Department, Los Angeles County Office of Education, The Community Development Department, The City of Los Angeles, Venice Neighborhood Council to name a few. When Los Angeles formed the LA Bridges I and II, Venice 2000 d.b.a. H.E.L.P.E.R. Foundation was one of the first agencies funded. Additionally, we have worked with, City of Santa Monica, The County of Los Angeles Department of Health Services, The Los Angeles Urban League and a host of community-based organizations working on faith-based initiatives, community policing, job training and development, victims assistance and victims' rights. Our mission is to build a cohesive community working together to improve social and economic conditions and provide public safety for all people. The initial vision of Venice 2000 d.b.a. H.E.L.P.E.R. Foundation is to bring together the individual factions of the Venice/Oakwood community, through community mobilization, to make positive changes and help create public safety that will benefit everyone within the community.

At Venice 2000 d.b.a. H.E.L.P.E.R. Foundation one of our focuses is public safety. Successfully utilizing Lectures, Group Counseling, Leadership Training, Field Trips and mentoring, tutoring, job development, job training and job placement, and workshops as tools to reach the populations we serve. Through the provision of community service, Community Intervention/Prevention, anger management, conflict resolution, drug and violence prevention, HIV/AIDS awareness, as well as sexual assault classes for at-risk youth in the community we have been able to deliver resources and create a unique report with key members of both sides of the Venice Beach Areas very diverse community representation. We embrace everyone from the homeless men, women and families to residents living in multi-million dollar homes. We bridge the gap with business owners and gang members, extremely low-income single mothers and wealthy politicians alike. The community sees Venice 2000/H.E.L.P.E.R. Foundation as a conduit to foster new and unlikely relationships and facilitate change.

Our staff has successfully provided safe passage/security services throughout Los Angeles County. During the last two years (2009-2010) at the Venice and Dockweiler Beaches which was funded by Councilman Bill Rosendahl. The homeless population benefited widely during this safe passage security contract. Our Venice Beach Intervention Program greatly impacted the vendors, residents and homeless population in Venice Beach along the Boardwalk and the Dockweiler Beach area. Additionally, we have provided security/safe passage services to NBA at 2011 All-Star Games, The Nokia Center for Special Events, City of Los Angeles – Summer Night Lights. We have provided Safe Passage programming at Venice High School, Mark Twain Middle School since 2007.

We administer contracts which provided on-site case management, counseling support services to probation minors and their families through an afterschool program to produce a school violence prevention training. In the beginning our organization primarily served

at-risk youth from low-income families. The target population is at-risk of crime and violence, drug and alcohol abuse, illiteracy and or poverty. Through this work we have branched out and are now viewed as an expert in the community based public safety arena. Our services provided through the Venice Beach Intervention Project in 2008, 2009 and 2010 enabled us to interact with the homeless population directly. It was through this specific interaction that we developed the collaborative network and referral partners to service the homeless population.

- e. Please provide your expectations of how the District is involved in the oversight of the contract and program management.

In consultation with the District, HELPER and BOTECH may reassess the team's approach to the work in the neighborhood from time to time. When necessary we will ask the implementation team to reassess their approach against outcomes in the community and with regards to the success of their referrals. Throughout the project, BOTECH will analyze localized arrest data to look at correlations between the incidents and interactions they are engaged with and the crime and nuisance problems reported by law enforcement for specific zones. To best serve the District and the community it represents, HELPER and BOTECH Analysis suggests quarterly meetings happen, including District participation, to discuss the development and implementation of new procedures.



6. Implementation Plan

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6) **Implementation Plan**

Include and outlined plan to establish a new program, including a timeline. If selected for interviews, the contractor will be asked to provide a detailed plan.

Objectives, activities and timeline for Safe Team Ambassadors Program

Objective #1: Venice 2000/H.E.L.P.E.R. Foundations Safe Team Ambassadors (STAs) will make an impact in the community with their consistent presence. They will navigate through the Zones 1 & 2 by foot and on a bicycle. They will always be present during working hours in Zone The goal is to become a seamless presence that all members of the community embrace.

TIMELINE: These activities will occur from the first to the last minute of the contract year.

Objective #2: Venice 2000/H.E.L.P.E.R. Foundation will interact daily through the provision of assistance and referrals when needed all of the disenfranchised within the community. All the while making sure that business owners feel safe and secure because of their presences. The goal is to bridge the gap between all populations represented in the community and listening to every voice and working with the District to assure that each population feels like their voice is heard. Safe Team Ambassadors will work to be the common denominator that every resident, tourist, business owner and key stakeholder feels that they trust.

TIMELINE: These activities will occur from the first to the last minute of the contract year.

Objective #3: Venice 2000/H.E.L.P.E.R. Foundation will maintain and track data so that the District can follow trends within the community and make recommendations that benefit all within the community. Year 2 we will look to have a digital app developed based on the data collected and each business can be supplied with a device to provide real-time data reporting and tracking. The goal is to gather the information and create the tools to make data collection seamless and accessible to the District and the business owners throughout the community.

TIMELINE: These activities will occur from the first to the last minute of the contract year.

Objective #4: Venice 2000/H.E.L.P.E.R. Foundation's participation in the Neighborhood Council and other local committees and networks will engage the community on multiple levels. The goal is to be a conduit that will tie together community-wide efforts and remove the duplication in efforts. This will ultimately make the leveraging of resources much easier because key stakeholders will be aware of all that is happening within the District and Venice Beach Community at large.

TIMELINE: These activities will occur from the first to the last minute of the contract year.

Objective #5: The implementation of violence interruption and violence prevention strategies will make the community an overall safer place. The Safe Team Ambassadors will navigate throughout the community and make sure that their presence is known all times of the day. This will make known in the District a constant presence of safety and assistance with communication.

TIMELINE: These activities will occur from the first to the last minute of the contract year.

Objectives, activities, and timelines for implementation and reporting to create a safer environment.

Throughout the project, we will be sharing information with program management and utilize mapping of incidents to assist in the dynamic and targeted allocation of resources. In doing so, this will allow for HELPER to increase capacity in "hot spots". The project team will work in coordination with Law Enforcement at arm's length. HELPER would be the only group doing this work on this level in Venice now. The community can work with them *because* they are not law enforcement, and therefore the community may feel safer divulging sensitive incident information. HELPER will also be coordinating with neighborhood councils and other community-based organizations to direct necessary resources throughout the community. HELPER will have roughly 12 full to part-time community outreach workers doing the "safe team" work. These numbers will be increased for special events. HELPER will provide a special event incident and event overview report meant to capture the unique dynamics and public safety impacts of each gathering. **Example: The Business Improvement District hosts an event on the boardwalk catering to families and older patrons, the outcomes could be different than when a youth organization holds an event. Through the tracking of events and outcomes we can prepare better for future events and take the guesswork out of safety preparation.**



7. Recruitment

VENICE 2000 d.b.a. H.E.L.P.E.R. FOUNDATION
Venice BID Safe Community Program
Venice California
October 19, 2017

7) **Recruitment**

- a) **Description of personnel policies and practices, including equipment requirements, protocols for pre-employment and hiring process, grooming, background screening and selection procedures.**

V2K/H.E.L.P.E.R. provides culturally competent services in a manner respectful of the diverse community's cultures, languages, and protocols. Services are provided by a staff that is multi-ethnic, multi-lingual, and culturally diverse.

To provide equal employment and advancement opportunities to all individuals, employment decisions at V2K/H.E.L.P.E.R. FOUNDATION, INC. will be based on merit, qualifications, and abilities. V2K/H.E.L.P.E.R. FOUNDATION, INC. does not discriminate against any person because of race, color, creed, religion, sex, national origin, disability, age, sexual orientation, gender identity, genetic characteristics / information, gender appearance, marital status, pregnancy, childbirth or related individual conditions, medical condition (as defined by state law), military status, political affiliation, or any other characteristic protected by federal, state, or local law (referred to as "protected status"). This nondiscrimination policy extends to all terms, conditions and privileges of employment as well as the use of all company facilities, participation in all company-sponsored activities, and all employment actions such as promotions, compensation, benefits and termination of employment.

- b) **Describe your ability to hire, train, and manage your employees, and in particular on your On-Site Manager. Give examples from other programs for BIDs.**

Venice 2000/H.E.L.P.E.R. Foundation's executive staff is on the Board of the Urban Peace Institute. They travel around the country providing training to staff and community residents in the areas of safety and community engagement. Mr. Hayward is on committees that trains Law Enforcement officers in Los Angeles, Memphis, Tennessee and Columbus Ohio. The training curriculums that are used across the country have been co-written by the executive management of the organization. It is this experience that assures that the agency is uniquely qualified to hire, train and manage their employees.

- c) **Provide complete information about employee benefits.**

Employee Benefits: Effective Date: 5/1/2017

Eligible employees at V2K/H.E.L.P.E.R. FOUNDATION, INC. are provided a wide range of benefits. A number of the programs (such as Social Security, workers' compensation, state disability, and unemployment insurance) cover all employees in the manner prescribed by law.

Benefits eligibility is dependent upon a variety of factors, including employee classification. Details of many of these programs can be found elsewhere in the employee handbook, and are provided to each new hire.

Eligible employees are provided with additional benefit programs that include but are not limited to Medical Insurance and Life Insurance.

d) Explain how Venice-based, West LA-based, and/or Los Angeles-based staff will be recruited and what criteria and means will be used to recruit staff.

Venice 2000/H.E.L.P.E.R. Foundations long-standing presence in the community will be utilized to recruit from the community. All potential staff will have to forego background checks and screenings. We will also use traditional methods of online advertising and one of the screening criteria will be that they reside on the West side of Los Angeles or within a 15-mile radius thereof.

e) Describe the expected role District will play in the initial and ongoing recruitment activities.

The District may be asked to assist in sending out an email blast or posting any open positions on their website. We will have a panel review that from time to time a Board Member may be asked to sit on when we are screening potential new hires.

f) Detailed deployment schedule

A detailed deployment schedule can be found in **Exhibit 3**.

g) Training: Provide details of proposed training (both initial and ongoing), including topics, instructors, schedule, etc. Include training module with learning objectives. Include any training for any specialized equipment used.

Training schedule details are attached in **Exhibit 4**.



8. Performance, Improvement, Management and Reporting

VENICE 2000 d.b.a. H.E.L.P.E.R. FOUNDATION
Venice BID Safe Community Program
Venice California
October 19, 2017

8) Performance Improvement, Management & Reporting

a. Please describe the methods you use to evaluate these attributes and methods for seeking improved performance.

BOTEC will establish baseline trends for outcome measures in the initial weeks and graph trends in monthly reports. Throughout the project, we will be sharing information with program management and utilize mapping of incidents to assist in the dynamic and targeted allocation of resources. In doing so, this will allow for HELPER to increase capacity in "hot spots". The project team will work in coordination with Law Enforcement at arm's length. HELPER would be the only group doing this work on this level in Venice now. The community can work with them *because* they are not law enforcement, and therefore the community may feel safer divulging sensitive incident information. HELPER will also be coordinating with neighborhood councils and other community-based organizations to direct necessary resources throughout the community. HELPER will have roughly 12 full to part-time community outreach workers doing the "safe" work. These numbers will be increased for special events. BOTEC will create a special event incident and event overview report meant to capture the unique dynamics and public safety impacts of each gathering. For example, if the Business Improvement District hosts an event on the boardwalk catering to families and older patrons, the outcomes could be different than when a youth organization holds an event.

b. Provide a sample of Contractors forms and procedures for investigating and reporting incidents.

The content of the incident report will include a detailed description of the incident, including its location and time of day. Further, it will include information regarding individuals directly involved in the incident and any additional individuals in contact with the direct participants at the time of the event. A detailed description of the response to the incident will also be included in the report. For example, after a gang shooting documentation would include what type of mediation was utilized and the type and proliferation of rumor control used, as well as utilization of "Victims of Violent Crime (Department in City Structure)". BOTEC would also include reporting on observed outcomes such as attacks on homeless persons, domestic violence incidences, gang shootings and other violence.

c. Explain how you propose to be held accountable by the District and how the performance of the Safe Team program will be measured and demonstrated.

BOTEC plans to be held accountable by gathering data from the field in near real-time and regularly presenting reports to the District regarding initial findings in an articulated form. Following the presentation of these reports to the District, BOTEC will receive any feedback, including comments, questions, or concerns regarding the data presented, and incorporate District feedback into following reports to the best of our ability. This check on accountability will take the form of bi-monthly progress reports detailing where the activity has been and what the results of the interventions have been, along with a detailed monthly report with graphs and charts showing trends and areas of concentrated activity.

8) Performance Improvement, Management & Reporting (Continued)

d. **Describe the various periodic reporting matrices that will be used that support data-based decision making and “telling the story.”**

HELPER Foundation and BOTEC will support data-driven decision making utilizing the following tracking categories: Incidents and their outcomes, referrals, contacts, a form of notification, training received and implementation of new procedures, details from contacts with law enforcement, and information and minutes from meetings held. BOTEC will also cross-reference the listed categories against regularly publicly available COMPSTAT arrest data. Further BOTEC will aggregate collected data from the project and develop GIS heat mapping to demonstrate areas of concentrated activity over time. BOTEC will make a narrative description of each incident available in report appendices and these incident trends will be summarized in the monthly report.

e. **Describe evaluation procedures and the role the District will have in such activities.**

BOTEC will collect and analyze the data, noting trends and outcomes that may be of concern in each progress report. In consultation with the District, HELPER and BOTEC may reassess the team's approach to the work in the neighborhood from time to time. When necessary we will ask the implementation team to reassess their approach against outcomes in the community and with regards to the success of their referrals. Throughout the project, BOTEC will analyze localized arrest data to look at correlations between the incidents and interactions they are engaged with and the crime and nuisance problems reported by law enforcement for specific zones. To best serve the District and the community it represents, HELPER and BOTEC Analysis suggests quarterly meetings happen, including District participation, to discuss the development and implementation of new procedures.

BOTEC Analysis will utilize the following “Tracking Categories”

Incidents:

These incidents will be broken down by:

- Categorical [Protecting “license to operate” and to not jeopardize the ability to navigate the community; with the intention of breaking up, intervening and preventing the following: gang incidents, fighting, disruptive behavior, domestic violence, vandalism (graffiti / broken windows / defecation by homeless), other acts of violence, property destruction, loitering, public drug and alcohol use].
 - The interaction between HELPER and the community would use language such as “You need to cut it out before *someone* calls the police”. For the safety of street interventionist, HELPER will not actually call the police and must appear separate from law enforcement.
- Descriptive – detail on what happened and involving what participants
- Outcome –

- Short term: i.e.: taggers stop spraying the wall, fight or shooting prevented.
- Long-term: observed and divined from LE data: Reduction of public drug and alcohol use, reduced violence, make the neighborhood safer and business operations more successful.
- Location - address, park, or intersection of the incident.

Referrals:

We will collect the following information: Organization, Point of Contact at referral agency, Outcome (intake, active participation (follow up))

Contacts:

Number of contacts with homeless, gang members, potentially violent individuals, residents, business owners, victims of violent crime, victims of graffiti. BOTEC will track gross numbers, approximate age, reported race and gender of perpetrators and victims and generally all involved. Law enforcement tracking categories will include outcomes such as the type of arrest, interview notes, the location of the incident, a demo of arrestee.

Form of notification used by:

Operators - business owners, residents, public officials, Venice Beach BID -

YEAR ONE: phone, email, text messages.

YEAR TWO: Information Collecting App created for field deployment utilizing information categories and best practices developed in year one. This application will make it possible for the organization to have "real time" data on hand for more timely responses and analysis.

Training received:

Include type and length of training, the frequency of meetings, completion statistics, and accreditation. This category also includes newly implemented procedures reflecting learning from the field, meetings, and collaboration with the District.

Meetings:

Tracking data on meetings will include dates, times, attendees and topic of discussion. BOTEC will make special note of key staff and stakeholders, involvement by the Business Improvement District, representatives of the City of Los Angeles and those from law enforcement. We will also report on the nature of the meeting. For instance, if it develops into a town hall format and what the salient outcomes of those meetings would be.

- a. Contact with Law Enforcement
- b. Meetings - Dates, Times, With whom, topic of Discussion - (Staff, Key Stakeholders, BID, City of LA, Law Enforcement)



9. Equipment & Uniforms

VENICE 2000 d.b.a. H.E.L.P.E.R. FOUNDATION
Venice BID Safe Community Program
Venice California
October 19, 2017

9) Equipment and Uniforms

- a. Cleaning and supplies and tools for manual cleaning and safe handling of materials.

N/A for Safe Contract

- b. Cleaning equipment (steam cleaners, power washers, gum removers etc.), which shall be maintained in working order.

N/A for Safe Contract

- c. Vehicles needed for transportation or disposal of garbage.

N/A for Safe Contract

- d. Reporting equipment which is utilized to track work orders, respond to complaints, or generate reports on accomplishments.

We will not have any work orders to respond to on the safe contract. We will respond to complaints via an electronic reporting system that will utilize several forms. Each response will be delivered electronically as well as mailing or hand delivering a hard copy. All reports will be generated electronically and submitted both electronically and via hard copy.

- e. Describe how equipment will be maintained.

We will have the bicycles serviced as needed with a mandatory quarterly servicing that will check all working parts and replace tires if necessary. Laptops will be serviced as needed and minimally serviced on a quarterly basis to prevent spyware and hard drive damage.

Contractors are encouraged to include writing their proposals any additional equipment that may enhance the services provided by the Safe Team.



10. Communication and Technology

VENICE 2000 d.b.a. H.E.L.P.E.R. FOUNDATION
Venice BID Safe Community Program
Venice California
October 19, 2017

10) Communication and Technology

Describe the following aspects of the Safe Team communication and reporting system to include details such as:

- a. **What equipment will be needed to maintain contact with the office, fellow team members, and supervisors and management?**

The Venice 2000/H.E.L.P.E.R. Foundation Safe Team Ambassadors will maintain in contact with the office, fellow team members, supervisors and management via Cellular phones, and the office phones. Each Ambassador will have a company issued cellular device.

- b. **How will complaints and request for service be received and dispatched for action?**

Complaints and request for services will be received via email, text message or phone calls to the office. We will dispatch in a similar manner using the company issued cellular devices to contact the Ambassadors working in the field. They will be contacted via telephone and text messages.

- c. **What are the capabilities of the communications system to make reports, track incidents, and provide analysis?**

Our data tracking partner BOTECH will collect and analyze the data, noting trends and outcomes that may be of concern in each progress report. In consultation with the District, HELPER and BOTECH may reassess the team's approach to the work in the neighborhood from time to time. When necessary we will ask the implementation team to reassess their approach against outcomes in the community and with regards to the success of their referrals. Throughout the project, BOTECH will analyze localized arrest data to look at correlations between the incidents and interactions they are engaged with and the crime and nuisance problems reported by law enforcement for specific zones. To best serve the District and the community it represents, HELPER and BOTECH Analysis suggests quarterly meetings happen, including District participation, to discuss the development and implementation of new procedures.

BOTECH Analysis will utilize the following "Tracking Categories"

Incidents:

These incidents will be broken down by:

- Categorical [Protecting "license to operate" and to not jeopardize the ability to navigate the community; with the intention of breaking up, intervening and preventing the following: gang incidents, fighting, disruptive behavior, domestic violence, vandalism (graffiti / broken windows / defecation by homeless), other acts of violence, property destruction, loitering, public drug and alcohol use].
 - The interaction between HELPER and the community would use language such as "You need to cut it out before *someone* calls the police". For the safety of street interventionist, HELPER will not actually call the police and must appear separate from law enforcement.
- Descriptive – detail on what happened and involving what participants

- Outcome –
 - Short term: i.e.: taggers stop spraying the wall, fight or shooting prevented.
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- Location – address, park, or intersection of the incident.

Referrals:

We will collect the following information: Organization, Point of Contact at referral agency, Outcome (intake, active participation (follow up))

Contacts:

Number of contacts with homeless, gang members, potentially violent individuals, residents, business owners, victims of violent crime, victims of graffiti. BOTEC will track gross numbers, approximate age, reported race and gender of perpetrators and victims and generally all involved. Law enforcement tracking categories will include outcomes such as the type of arrest, interview notes, the location of the incident, a demo of arrestee.

Form of notification used by:

Operators - business owners, residents, public officials, Venice Beach BID -

YEAR ONE: phone, email, text messages.

YEAR TWO: Information Collecting App created for field deployment utilizing information categories and best practices developed in year one. This application will make it possible for the organization to have “real time” data on hand for more timely responses and analysis.

d. How will technology will be used to collect, access and utilize activity data?

We will utilize desktop computers, cellular phones and Laptops. All three forms of technology will be used to collect, input and report activity data. The type of device used will be determined by the location of the staff.



11. References

VENICE 2000 d.b.a. H.E.L.P.E.R. FOUNDATION
Venice BID Safe Community Program
Venice California
October 19, 2017

11) References

- a. Provide at least three contact names and contact information including phone and email addresses for similar-sized BID contracts with other organizations, or, work with other businesses where outdoor Safe Teamwork has been performed. Additional references are welcomed.
 1. City of Los Angeles Gang Reduction & Youth Development Intervention & Prevention service provider.
GRYD: Anne Tremblay anne.tremblay@lacity.com
Phone:213-473-9794
 2. Wraparound Intervention Services
Starview youth and family services
Starview; Tina Binds tbinda@starsinc.com
Phone:310-868-5379
 3. Vista Del Mar
Vista Del Mar: Mary Martone marymartone@vistadelmar.com
Phone:310-836-1223
 4. Hathaway-Sycamores
Richard Amy richardamy@hathaway-sycamores.com
Phone: 661-713-7646
 5. LA County Probation contract
Amer-I-Can life skills program. (Antelope Valley)
Nelson D'Angelo
Email: nelson.d'angelo@probation.lacounty.gov
Phone: [562-658-4306](tel:562-658-4306)
 6. HELPER Foundation Training Academy:
City of Los Angeles Economic Workforce Development Department:
Monica Walters
Email: monica.walters@lacity.org
Phone: 213-744-9709



12. Letters of Support

VENICE 2000 d.b.a. H.E.L.P.E.R. FOUNDATION
Venice BID Safe Community Program
Venice California
October 19, 2017



Venice Community Housing Corporation
720 Rose Avenue, Venice, California 90291-2710
Tel: (310) 399-4100 Fax: (310) 399-1130
Web: www.VCHCorp.org

October 18, 2017

Stan Muhammad
HELPER Foundation
610 California Avenue
LA, CA 90291

Dear Mr. Muhammad,

This letter is to provide a strong reference for your application to provide Safe Team services to the new Venice Beach Business Improvement District.

Venice Community Housing (VCH) supports your application for several reasons:

1. VCH and HELPER Foundation have had numerous positive partnerships over the past 20 years, including the development of the YouthBuild program, providing safety and security services for our residential properties during the 1990s and early 2000s when violence in the community was prevalent, and providing safe passages services for our students managing gang affiliation or activity in their communities.
2. HELPER Foundation has a deep knowledge and history in the Venice community, with a special expertise around community-based safety interventions.
3. HELPER Foundation will ensure that local Venice residents are employed on the Safe Team, increasing effectiveness and ensuring cultural competencies.
4. HELPER Foundation has long been accessible and accountable to community partners and residents, something that will be key to the Safe Team's success.
5. VCH is a property owner within the Venice Beach Business Improvement District that supports non-traditional approaches to security, as we have found them to be more effective and lower community conflict.

We are happy to provide additional information as needed regarding your application or your history of similar work.

Sincerely,

Becky Dennison
Executive Director



ERIC GARCETTI
MAYOR

October 18, 2017

Venice Beach Business Improvement District
8 Horizon Avenue
Venice, CA 90291
Attn: Board of Directors

Dear Board of Directors:

The Mayor's Office of Gang Reduction and Youth Development (GRYD) is pleased to support V2K/H.E.L.P.E.R Foundation proposal to the Venice Beach Business Improvement District for its new "Safe Program."

The Mayor's Office of Gang Reduction and Youth Development was established in 2007 to address the need for a comprehensive, collaborative, and community-based strategy to reduce gang-related crime and violence within City communities that contain the highest concentration of gang activity. GRYD's mission is to strengthen youth/young adult, family and community resiliency to the influence of gangs by fostering public-private collaborations and supporting community-based prevention, intervention and juvenile reentry services. The GRYD Office contracts with 25 community-based agencies that provide direct services to clients and their families.

The Mayor's GRYD Office acknowledges the success of V2K/ H.E.L.P.E.R. Foundation work in the Venice Beach area since June 2007. Through their work and partnership with others, the area has experienced some notable changes and increased collaboration among community residents, business owners as well as the students and families. These successes are result of the dedication and knowledge of community possessed by the leadership and staff at V2K/H.E.L.P.E.R.

V2K/H.E.L.P.E.R. Foundation is one of GRYD's original contractors for the City's gang intervention program. Together, with the Los Angeles Police Department, we will continue to provide safe community services to the residents and business owners in the

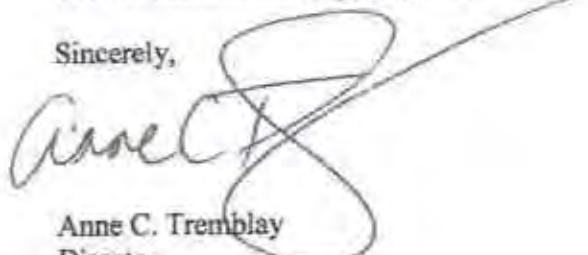


community. As a team, we meet regularly to discuss and proactively resolve safety issues.

V2K/H.E.L.P.E.R. Foundation outreach/ crisis intervention workers play an important role in minimizing the effects of retaliatory gang violence and they have provided safe passage services on the boardwalk for over ten years. V2K/H.E.L.P.E.R. Foundation's intervention team is exemplary in their crisis response approach. Their intervention workers are quick to quell rumors, calm emotions, and prevent further violence. They are instrumental in convincing gang-affiliated youth and young adults to accept supportive services; encouraging them to return to school and providing them access to community based resources and employment opportunities.

V2K/H.E.L.P.E.R. Foundation has the experience and the passion for making a difference in the community. We will continue to work with V2K/H.E.L.P.E.R Foundation and its partners by providing training and support to strengthen outcomes for all community members. Should you have any questions, please contact me at 213-473-9794 or anne.tremblay@jacity.org

Sincerely,

A handwritten signature in black ink, appearing to read "Anne C. Tremblay". The signature is fluid and cursive, with a large, stylized 'A' at the beginning.

Anne C. Tremblay
Director

October 11, 2017

Mark Sokol
President
Venice Beach Business Improvement District

Re: Venice 2000
Venice Safe Service Grant

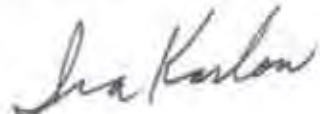
Dear Mark,

I am writing to wholeheartedly recommend Venice 2000 for the Venice Safe Service Grant. I have known Stan Muhammed and the work of Venice 2000 for the past eleven years as a member of the Venice Neighborhood Council. Their work has greatly improved the safety of the residents of Venice through their commitment to reduce gang violence. They have found gainful employment for many teens and steered at risk youth to service organizations in the area.

Their plan to roll out a Safe Passage Strategy throughout Venice will enable them to continue the important work they have successfully completed until now. They will develop and lead a safety collaboration with other key stakeholders to ensure participation of diverse elements of the population.

Please consider Venice 2000 as the best and most knowledgeable group to achieve the desired results of a safer Venice. They have the experience in and history of our community.

Respectfully submitted,



Ira Koslow
47 year resident of Venice



October 10, 2017

Venice Beach Business Improvement District
8 Horizon Avenue
Venice, CA 90291
Attn: Board of Directors

Dear Sirs/Madams:

I am writing this letter to confirm our support of V2K H.E.L.P.E.R. Foundation as they submit their proposal to the Venice Beach Business Improvement District for its new "Safe Program." I believe V2K H.E.L.P.E.R. Foundation will create a safer and even more positive way for the further development and implementation of a hugely successful "Safe Program."

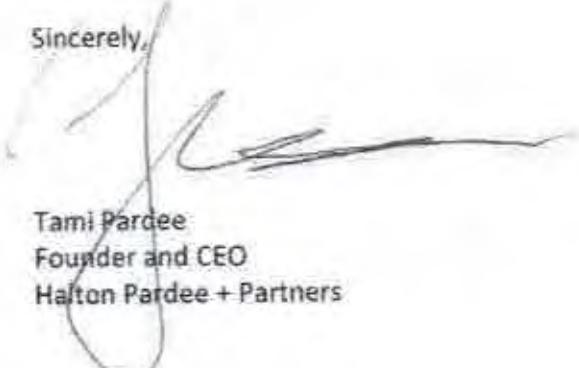
Over the past nine years, through the implementation of various contracts and projects in the Venice Beach area, I have seen V2K H.E.L.P.E.R. Foundation provide several successful programs that worked in tandem to address issues safety and public awareness. The most notable program that is in alignment with Venice BID "Safe Team" was the "Venice Boardwalk Safe Passage Program" supported by the City of Los Angeles and former City Councilman Bill Rosenthal. It was the tireless work of V2K H.E.L.P.E.R. Foundation staff that created safety and a very integrated community, business, resident system that supported the motto "Safety for Everyone." I understand that both the programs and services provided by V2K H.E.L.P.E.R. Foundation. The organization is dedicated to collaboration and continually organizes the community around safety and prevention of violence, and making the community a safer place for businesses and families alike.

I have been a local business owner in this community for the past fifteen years and have witnessed their program's work to transform our streets. They provide our community with street and school-based gang intervention and stop retaliation violence through peace mediation, rumor control, and conflict resolution. The programs also make available resources for low income families, homeless individuals, gang members and at-risk children such as rehabilitative services, counseling, mentoring, job preparation and job placement, field trips to positive community events (e.g., sporting events,

fishing trips, and health and career fairs. As a local business owner invested in this community, the services of V2K H.E.L.P.E.R. Foundation have been transformative, and I will continue to support their work.

I highly recommend that V2K/ H.E.L.P.E.R. Foundation receive The Venice BID "Safe Program" funding so that together, they can continue the valuable work that is vital to creating a safe community.

Sincerely,



Tami Pardee
Founder and CEO
Halton Pardee + Partners



October 12, 2017

Venice Beach Business Improvement District
8 Horizon Avenue
Venice, CA 90291
Attn: Board of Directors

Dear Sirs/Madams:

I am writing this letter to confirm our support of V2K/ H.E.L.P.E.R. Foundation as they submit their proposal to the Venice Beach Business Improvement District for its new "Safe Program." I believe V2K H.E.L.P.E.R. Foundation will create a safer and even more positive way for the further development and implementation of a hugely successful "Safe Program."

Over the past six (6) years , through the implementation of various contracts and projects in the Venice Beach area, I have seen V2k H.E.L.P.E.R. Foundation provide several successful programs that worked in tandem to address issues safety and public awareness. The most notable program that is in alignment with Venice BID "Safe Team" was the "Venice Boardwalk Safe Passage Program" supported by the City of Los Angeles and former City Councilman Bill Rosenthal. It was the tireless work of V2K H.E.L.P.E.R. Foundation staff that created safety and a very integrated community, business, resident system that supported the motto "Safety for Everyone." I understand that both the programs and services provided by V2K H.E.L.P.E.R. Foundation. The organization is dedicated to collaboration and continually organizes the community around safety and prevention of violence, and making the community a safer place for businesses and families alike.

I have been a local business owner in this community for the past twenty eight years, and have witnessed their program's work to transform our streets. They provide our community with street and school-based gang intervention and stop retaliation violence through peace medication, rumor control, and conflict resolution. The programs also make available resources for low income families, homeless individuals, gang members and at-risk children such as rehabilitative services, counselling, mentoring, job

8 Dudley Ave, Venice, CA 90291
Tel.: 310-399-8876 Fax: 310-399-4536
www.thecadillachotel.com



preparation and job placement, field trips to positive community events (e.g., sporting events, fishing trips, and health and career fairs. As a local business owner invested in this community, the services of V2K H.E.L.P.E.R. Foundation have been transformative, and I will continue to support their work.

I highly recommend that V2K H.E.L.P.E.R. Foundation receive The Venice BID "Safe Program" funding so that together, they can continue the valuable work that is vital to creating a safe community.

Sincerely,

Sris Sinnathamby
Owner
Cadillac Hotel



Exhibits

VENICE 2000 d.b.a. H.E.L.P.E.R. FOUNDATION
Venice BID Safe Community Program
Venice California
October 19, 2017



Exhibit 1

VENICE 2000 d.b.a. H.E.L.P.E.R. FOUNDATION
Venice BID Safe Community Program
Venice California
October 19, 2017

EXHIBIT 1

HELPER FOUNDATION INC
 SAFE VENICE BID
 BUDGET 1-1-2018 THRU 12-31-2020

Period Covered	From	To
YR 1 12 Mos	1/1/2018	12/31/2018
YR 2 12 mos	1/1/2019	12/31/2019
YR 3 12 mos	1/1/2020	12/31/2020

PERSONNEL COSTS

Salaries & Wages

Position	EE Status	No of EE's	Hourly Rate	Hours/Wk	Hours/Mo	Hrs/Yr	YR 1
Ambassador I	40 hrs FT	6	\$ 14.42	40	173.33	2080.00	\$ 179,951.60
Ambassador I	24 hrs PT	4	\$ 14.42	24	104.00	1248.00	\$ 71,984.64
Outreach/Ambassador II	32 hrs PT	3	\$ 14.42	32	138.67	1664.00	\$ 71,984.64
Program Manager	40 hrs FT	1	\$ 18.00	40	173.33	2080.00	\$ 37,440.00
Dir of Programs	40 hrs FT	1	\$ 37.50	8.75	21.67	455.00	\$ 17,062.50
Exec Dir	40 hrs FT	1	\$ 37.50	8.75	10.83	195.00	\$ 7,312.50
Total Salaries & Wages							\$ 385,745.88

Taxes & Fringe Benefits

FICA	\$ 29,509.56
SUI	\$ 7,997.55
Workers Comp	\$ 7,714.92
Health Insurance	\$ 57,600.00
Life and ADD Insurance	\$ 6,557.68
Total Taxes & Fringe Benefits	\$ 109,379.71

TOTAL PERSONNEL COSTS

\$ 495,125.59

CONTRACTORS & VENDORS

Special Events Ambassadors	\$ 4,896.00
Controller	\$ 13,000.00
Payroll Processing	\$ 3,900.00
TOTAL CONTRACTORS & VENDORS	\$ 21,796.00

DIRECT NON PERSONNEL COSTS

Gen Liability/Auto/Property Insurance	\$ 1,347.00
Trainings as outlined on p 12 of RFP	\$ 3,000.00
Uniforms, 4 shirts & pants per EE	\$ 3,640.00
Uniforms, 1 jacket per EE	\$ 1,050.00
Laptops/Tablets (6)	\$ 5,000.00
Cell Phones (8-10)	\$ 2,800.00
Cell Phone Monthly Service	\$ 13,650.00

TOTAL NON PERSONNEL COSTS

\$ 30,487.00

OVERHEAD COST @ 15% of Total Salaries

\$ 57,861.88

TOTAL COST

\$ 605,270.47

Note: Year 2 and 3 estimated at

HELPER FOUNDATION INC
 SAFE VENICE BID
 BUDGET 1-1-2018 THRU 12-31-2020

Period Covered	From	To
YR 1 12 Mos	1/1/2018	12/31/2018
YR 2 12 mos	1/1/2019	12/31/2019
YR 3 12 mos	1/1/2020	12/31/2020

PERSONNEL COSTS

Salaries & Wages

Position	EE Status	No of EE's	Hourly Rate	Hours/Wk	Hours/Mo	Hrs/Yr	Budget	YR 2
Ambassador I	40 hrs FT	6	\$ 14.42	40	173.33	2080.00	\$ 188,959.68	
Ambassador I	24 hrs PT	4	\$ 14.42	24	104.00	1248.00	\$ 75,583.87	
Outreach/Ambassador II	32 hrs PT	3	\$ 14.42	32	138.67	1664.00	\$ 75,583.87	
Program Manager	40 hrs FT	1	\$ 18.00	40	173.33	2080.00	\$ 39,312.00	
Dir of Programs	40 hrs FT	1	\$ 37.50	8.75	21.67	455.00	\$ 17,915.63	
Exec Dir	40 hrs FT	1	\$ 37.50	3.25	10.83	195.00	\$ 7,578.13	
Total Salaries & Wages							\$ 405,033.17	

Taxes & Fringe Benefits

FICA	\$ 30,985.04
SUI	\$ 6,225.19
Workers Comp	\$ 8,100.66
Health Insurance	\$ 63,360.00
Life and ADD Insurance	\$ 6,885.56
Total Taxes & Fringe Benefits	\$ 115,556.45

TOTAL PERSONNEL COSTS

\$ 520,589.63

CONTRACTORS & VENDORS

Special Events Ambassadors	\$ 5,146.80
Controller	\$ 12,600.00
Payroll Processing	\$ 3,780.00
TOTAL CONTRACTORS & VENDORS	\$ 21,520.80

DIRECT NON PERSONNEL COSTS

Gen Liability/Auto/Property Insurance	\$ 1,414.35
Trainings as outlined on p 12 of RFP	\$ 1,000.00
Uniforms, 4 shirts & pants per EE	\$ 3,640.00
Uniforms, 1 jacket per EE	\$ 525.00
Laptops/Tablets (5)	\$ -
Cell Phones (8-10)	\$ -
Cell Phone Monthly Service	\$ 12,500.00

TOTAL NON PERSONNEL COSTS

\$ 19,179.35

OVERHEAD COST @ 15% of Total Salaries

\$ 60,754.98

TOTAL COST

\$ 622,044.75

Note: Year 2 5% increase per year

HELPER FOUNDATION INC
 SAFE VENICE BID
 BUDGET 1-1-2018 THRU 12-31-2020

Period Covered	From	To
YR 1 12 Mos	1/1/2018	12/31/2018
YR 2 12 mos	1/1/2019	12/31/2019
YR 3 12 mos	1/1/2020	12/31/2020

PERSONNEL COSTS

Salaries & Wages

Position	EE Status	No. of EE's	Hourly Rate	Hours/Wk	Hours/Mo	Hrs/Yr	YR 3
Ambassador I	40 hrs FT	6	\$ 14.42	40	173.33	2080.00	\$ 198,407.66
Ambassador I	24 hrs PT	4	\$ 14.42	24	104.00	1248.00	\$ 79,363.07
Outreach/Ambassador II	32 hrs PT	3	\$ 14.42	32	138.67	1664.00	\$ 79,363.07
Program Manager	40 hrs FT	1	\$ 18.00	40	173.33	2080.00	\$ 41,277.60
Dir of Programs	40 hrs FT	1	\$ 37.50	8.75	21.67	455.00	\$ 18,811.41
Exec Dir	40 hrs FT	1	\$ 37.50	3.75	10.83	195.00	\$ 8,062.03
Total Salaries & Wages							\$ 425,284.83

Taxes & Fringe Benefits

FICA	\$ 32,534.29
SUI	\$ 6,225.19
Workers Comp	\$ 8,505.70
Health Insurance	\$ 69,696.00
Life and ADOD Insurance	\$ 7,229.84
Total Taxes & Fringe Benefits	\$ 124,191.02

TOTAL PERSONNEL COSTS

\$ 549,475.85

CONTRACTORS & VENDORS

Special Events Ambassadors	\$ 5,397.84
Controller	\$ 13,230.00
Payroll Processing	\$ 3,969.00
TOTAL CONTRACTORS & VENDORS	\$ 22,596.84

DIRECT NON PERSONNEL COSTS

Gen Liability/Auto/Property Insurance	\$ 1,485.07
Trainings as outlined on p 12 of RFP	\$ 1,000.00
Uniforms, 4 shirts & pants per EE	\$ 3,822.00
Uniforms, 1 jacket per EE	\$ 1,050.00
Laptops/Tablets (6)	\$ -
Cell Phones (8-10)	\$ -
Cell Phone Monthly Service	\$ 13,440.00

TOTAL NON PERSONNEL COSTS

\$ 20,797.07

OVERHEAD COST @ 15% of Total Salaries

\$ 63,792.72

TOTAL COST

\$ 656,662.48

Note: Year 2 ar



Exhibit 2

VENICE 2000 d.b.a. H.E.L.P.E.R. FOUNDATION
Venice BID Safe Community Program
Venice California
October 19, 2017

EXHIBIT 2

V2K/H.E.L.P.E.R. FOUNDATION



EXECUTIVE STAFF BIOGRAPHIES

Melvyn Hayward Jr. serves as the **Executive Director** for H.E.L.P.E.R Foundation. His commitment to affecting positive change with youth and young adults from low-income communities plagued with violence has made a difference in the lives of thousands in Los Angeles County. Mr. Hayward brings 18 years of experience working with high-risk youth, adults, and families who have been associated and or adversely affected by gangs and crime. He has been instrumental in several communities throughout Los Angeles County as co-founder of H.E.L.P.E.R. Foundation, which has successfully rehabilitated hundreds of young men and women in the city's most violent neighborhoods, reconnecting them to their communities through mentoring, education, training and employment.

Mr. Hayward is also a certified Life Skills facilitator with the Amer-I-Can life management skills program and has trained more than **5,000** individuals in North County Correctional Facility and Wayside East Max, Venice High, Mark Twain, George Washington High school and several communities in Los Angeles County. Melvyn has been certified in Community Intervention work through the Pat Brown Institute of Cal State Los Angeles and the Los Angeles Violence Intervention Training Academy (Accelerated Course) USC Sol Price School of Policy. He is also a Senior Consultant for the Urban Peace Institute since 2008. Mr. Hayward has been instrumental in training more than **1600** Intervention workers in Los Angeles, New York, Chicago, Memphis, Columbus, Richmond, Oxnard, Fresno, Sacramento, and Oakland. He has also helped to train **900** Law Enforcement officers in Los Angeles, Memphis, Tennessee and Columbus, Ohio. Melvyn has also trained more than **1250** Public Sector service providers in several cities across the country in the Comprehensive Violence Reduction Strategies to help reduce gang violence and build a cohesive community service.

Melvyn understands the issues affecting the communities across the country because he was a part of the problem for many years. In 1998 he decided the gang lifestyle wasn't the way he wanted to live and started on a new path of responsibility and self-determination. He has dedicated his life to Intervention and Prevention work, human development and training individuals in the field of violence reduction to be better prepared to serve the communities in which they work.

Ansar Stan Muhammad serves as **Co-Founder/Director of Programs**

Ansar El Muhammad is a Certified Gang Intervention Specialist committed to the community. In 1999 he was one of the key organizers in developing a community-based organization to serve

EXHIBIT 2

V2K/H.E.L.P.E.R. FOUNDATION



gang members and their families, directly addressing the issues that were affecting the community. As Co-Founder of H.E.L.P.E.R. Foundation (formerly known as Venice 2000), he has gained certificates from the State of California as a Mentor/Tutor for Gang Involved Youth through Cal State University, Los Angeles and Cal State University, Northridge.

He currently facilitates the Los Angeles Violence Intervention Training Academy and is an Executive Member of the Cease Fire Committee of Southern California. He served on the Venice Neighborhood Council for three consecutive years and presently serves as a member of the Council of Community Violence Intervention Professionals and the Unity Collaborative. He has received certificates of recognition from the State, County, City of Los Angeles, and local officials.

In 1995, he attended the Million Man March. The participation in this event changed his life and became the turning point in his commitment to turn around the negative behavior that ravished the young lives of his native community Venice, CA. Mr. Muhammad is committed to making communities safe, as he unites business, residents, local government agencies, churches and community-based organizations to save youth and young adults through collaborative efforts that emphasize education, training, and empowerment.

EXHIBIT 2

Melvyn Hayward Jr.

610 California Ave

Venice, Ca 90291

310-486-3059

E-mail: mhayward@helperfoundation.org

Objective: Enhance the lives of gang involved and high risk human beings by challenging each individual to achieve their full potential. My personal goal is to empower people, exempted from power and participation in mainstream society.

Experience & Work History:

1999 to 2011 **H.E.L.P.E.R. Foundation Director of Operations:**

2011 to Current **Executive Director:**

- Direct activities of the organization and coordinate human development services to increase healthy communities
- Execute daily administrative functions
- Organize programs to ascertain community and contractual requirements in the field of violence reduction
- Organized Community events / Budget breakdown / Fundraisers
- Co-wrote, designed and produced protocols and procedures and duties and responsibilities of H.E.L.P.E.R. Foundation
- Crises Response 24/7 worked with Gang related individuals / Victims of crime / Provide intensive family intervention / referrals
- Maintain contracts with Gang Reduction Youth Development since its inception in 2009
- Evaluate the performance of employees, utilize the established performance criteria and guidelines by the agency
- Curriculum building /Life skills/ Peer Support group/Gang Intervention awareness
- Collaborate with Juvenile Detention Centers/ Correctional facilities and the probation department.
- Instrumental in the expansion of the services throughout Los Angeles County and assembled a more productive team to execute the goals and objectives of the agency.
- Advise Community Based Organizations in planning and providing violence reduction services in several Los Angeles communities.
- Aided individuals and families requiring social service assistance.
- Review and co-plan agency budget for the previous 12 years with Chief Financial Officer.
- Coordinate, developed and maintain Wraparound Intervention services with Mental Health partners since 2012

2008 to Current **Advancement Project 'Urban Peace' Consultant**

- Help develop Violence Reduction Curriculum for the Urban Peace Academy
- Facilitate Violence Reduction courses at LAVITA since 2008

- Train Community Based Organizations Domestically and Internationally one Comprehensive Violence Reduction Strategies
- Urban Peace Facilitator for Law Enforcement trainings in Los Angeles, Columbus, Ohio and Memphis, TN
- Facilitate Summer Safety Strategies in Los Angeles, Long Beach and Memphis, Tennessee
- Co-Instructor for Leadership Instructor Development committee
- Member of the Professional Standards Committee

2000 to 2004 Coordinator/Facilitator Amer-I-Can:

- Facilitated Life Skills Curriculum to Inmates in East Max and North County Correctional Facility
- Trained dozens of high risk youth in Middle School and High Schools in Venice, Mar Vista and Los Angeles
- Trained two dozen facilitators to implement the Amer-I-Can program in various Los Angeles County communities
- Maintained files for participants who graduated from the program and generated monthly reports to the administrative team

Highlights:

- Help broker and maintain a Non-Aggression agreement since 1999 in Venice, Ca between rival gangs
- Recognition from Council Members from 10th and 11th districts in the City of Los Angeles
- Award from L.A. County Sheriff Leroy Baca recognizing my work in the County Jail system
- Excellent oral and written communication skills
- Recognition from Hall of Fame NFL Player Jim Brown
- Several awards from Community Based Organizations for my Violence reduction work in Los Angeles
- Trained over 3500 individuals in Life Skills and/ or Violence Reduction Strategies

Education & Training:

- 1998-1999 Santa Monica College (Business Management)
- 1999-2001 Community Coalition (Non Profit Executive Training)
- 2000 Amer-I-Can Certified Facilitator course
- 2002 Cal State University (Pat Brown Institute) Certified Gang Intervention Specialist
- 2004 Cal State Northridge Certificate (Youth Gang Mentor)
- 2008 Pilot LAVITA Course
- 2012 LAVITA Accelerated Course (University of Southern California Sol Price)

EXHIBIT 2

Ansar Stan Muhammad
610 California Avenue
Venice, California 90271
310-925-2071
smuhammad@helperfoundation.org

ATTRIBUTES

Mr. Muhammad possesses strong Communication Skills, Effective Leadership Skills, Great Organization Skills, and Works Well with Others. He is Self-Motivated, and Hard Working.

PROFILE

19 years' experience as a Civic Organizer, 20 years and currently a Small Business Owner, and Co-Founder of a Community based non- profit organization that is still in operation, helping the community, going on 17 years. Highly capable of keeping customers and clients satisfied. Projects and all requirements are always completed promptly. He is a Goal-oriented individual with strong leadership capabilities. Organized and extremely motivated. Proven ability to work in unison with all individuals; management, support staff, customers and clients, and supporters. Works in unison with Board of Directors of a non-profit agency, H.E.L.P.E.R. Foundation.

Also in the Antelope Valley started another non-profit to help organize and resolve issues regarding low-income residence through volunteering. Is active in other volunteering opportunities to help resolve issues that are present in the community. Served as a City Of Lancaster Commissioner.

EDUCATION

Venice High School	Venice, California
Santa Monica City College	Santa Monica, California
Cal State Los Angeles	
Pat Brown Institute	East Los Angeles, California
Cal State Northridge	
Youth Mentoring Education	Northridge, California
UCLA Extended Education	
Urban Peace Academy	Los Angeles, California

EMPLOYMENT

H.E.L.P.E.R. Foundation, Venice, CA

Co-Founder, Co-Director

October, 1995 to present

Oversees all non-profit agency operations, which includes: funding sources, hiring and supervising staff, and HR responsibilities. Communicates and works with the Board of Directors, also in helping to recruit its' members.

Mom Janitorial, Venice, CA

Owner

October, 1995 to present

Oversee all business operations, Hiring and supervising staff, which includes helping any promising employees to advance to a supervisor.

Identify new projects and reach out to community and outlying areas for recommendations and jobs. On the Job Training

Ganache Investment Property, Venice CA

Residential Management

October 1995 to December 2002

All Property Management duties including collecting rents, maintenance care, and needs of property and residents'. Rental preparation and cleaning. Working with all outside vendors.

Venice Community Housing, Venice, CA

Residential Manager

January 2002 to January 2009

All Property Management duties including collecting rents, maintenance care, and needs of property and residents'. Rental preparation and cleaning. Working with all outside vendors.

AWARDS/CERTIFICATES

City of Los Angeles,

Los Angeles, CA

10 Certificates and Proclamations of Acknowledgment and

Appreciation,

Including a Certificate of Residential Property Management and

Janitorial Maintenance

County of Los Angeles,

Los Angeles, CA

4 Certificates of Appreciation and Acknowledgement

Venice Neighborhood Council,

Venice CA

1 Certificate of Appreciation

City of Lancaster,

Antelope Valley, CA

1 Neighborhood Service Award

(Some of these Awards/Certificates can be seen on the helperfoundation.org website)

REFERENCES

Available upon request